

EXHIBIT C
(Part 3 of 4)

Int. Cl.: 41

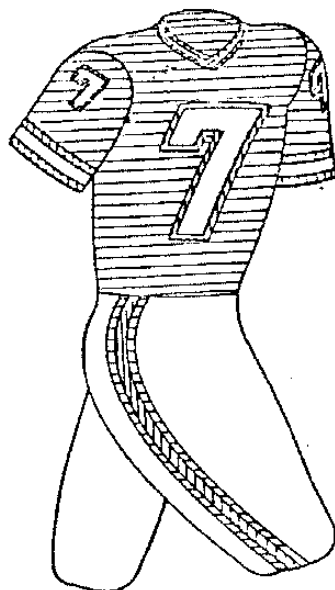
Prior U.S. Cl.: 107

Reg. No. 1,228,988

Registered Mar. 1, 1983

United States Patent and Trademark Office

SERVICE MARK
Principal Register



*Section 8 & 15
Affidavit filed
and accepted*

The New York Football Giants, Inc. (New York corporation)
Giants Stadium
East Rutherford, N.J. 07073

For ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Aug. 22, 1980; in commerce Aug. 22, 1980.

Owner of U.S. Reg. Nos. 835,679 and 836,119.

No claim is made to the exclusive right to use "7"

or the outline of the uniform, apart from the mark as shown.

The drawing is lined for the colors blue and red.

The drawing is a two-dimensional representation of the mark, which consists of the design elements and color combinations appearing on a three-dimensional football uniform worn by players in applicant's games and exhibitions.

See 2(f).

Ser. No. 836,700, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,843,003

Registered July 5, 1994

**TRADEMARK
PRINCIPAL REGISTER**

NEW YORK GIANTS

NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING AND FOOTWEAR; NAMELY,
COACHES CAPS, WOOL HATS, PAINTERS
CAPS, BASEBALL CAPS, VISORS, HEAD-
BANDS, EAR MUFFS, KNIT FACE MASKS,
BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,
PAJAMAS, GOLF SHIRTS, SWEATERS,
SWEATSHIRTS, JACKETS, NECKTIES,
BRACES, BIBS, JERSEYS, NIGHT SHIRTS,
COATS, ROBES, RAINCOATS, PARKAS, PON-
CHOS, SNEAKERS, GLOVES, SCARVES, SNOW

SUITS, MITTENS, APRONS, DOWN JACKETS,
LEATHER JACKETS, SHORTS, SWEATPANTS,
JEANS, PANTS, KNICKERS, SOCKS, UNDER-
WEAR, BATHING SUITS AND LEG WARM-
ERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE
9-0-1963.

OWNER OF U.S. REG. NOS. 835,679, 1,174,598
AND OTHERS.

SEC. 2(F).

SER. NO. 74-300,717, FILED 8-3-1992.

LAVERNE PREDDIE, EXAMINING ATTOR-
NEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 37 and 38

United States Patent and Trademark Office Reg. No. 1,927,075
Registered Oct. 17, 1995

**TRADEMARK
PRINCIPAL REGISTER**

NEW YORK GIANTS

NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

FOR: TRADING CARDS, POSTERS, MAGA-
ZINES RELATING TO FOOTBALL, POST-
CARDS, CALENDARS, WRAPPING PAPER,
PAPER GIFT BOXES, PAPER STICKERS,
PAPER NAPKINS, PAPER TOWELS, BOOKS
RELATING TO FOOTBALL, POSTERBOOKS,
NOTEPADS AND GREETING CARDS, IN
CLASS 16 (U.S. CLS. 2, 37 AND 38).

FIRST USE 9-0-1963; IN COMMERCE
9-0-1963.

OWNER OF U.S. REG. NOS. 1,174,596, 1,802,062
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "NEW YORK", APART FROM
THE MARK AS SHOWN.

SER. NO. 74-481,784, FILED 1-24-1994.

PATRICIA HORRALL, EXAMINING ATTOR-
NEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,774,776

Registered Oct. 21, 2003

TRADEMARK
PRINCIPAL REGISTER



NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

FOR: FOOTBALL HELMETS, TELEPHONES,
CELL PHONE COVERS, CELL PHONE STRAPS,
MAGNETICALLY ENCODED PREPAID TELE-
PHONE CALLING CARDS, MAGNETIC CODED
CHARGE CARDS, DECORATIVE MAGNETS, COM-
PACT DISCS, TAPES, PRE-RECORDED VIDEO-
TAPES AND DVDS FEATURING THE SPORT OF
FOOTBALL, COMPUTER GAME SOFTWARE AND
DISKS AND VIDEO GAME CARTRIDGES, CAM-
ERA CASES, SUNGLASSES, EYEGLASS CASES,

EYEGLASS CHAINS, BINOCULARS, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-15-2000; IN COMMERCE 4-15-2000.

OWNER OF U.S. REG. NOS. 835,679, 1,927,075 AND
OTHERS.

SEC. 2(F).

SER. NO. 76-407,673, FILED 5-14-2002.

STACY WAHLBERG, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 2,790,408

United States Patent and Trademark Office

Registered Dec. 9, 2003

SERVICE MARK
PRINCIPAL REGISTER



NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

FOR: EDUCATION AND ENTERTAINMENT
SERVICES IN THE NATURE OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBITIONS; PROVID-
ING SPORTS AND ENTERTAINMENT INFORMA-
TION VIA A GLOBAL COMPUTER NETWORK OR
A COMMERCIAL ON-LINE SERVICE; ORGANIZA-
TION OF SPORTS EVENTS; FAN CLUB SERVICES;
EDUCATIONAL SERVICES, NAMELY, PHYSICAL
EDUCATION PROGRAMS; ENTERTAINMENT
SERVICES, NAMELY, MUSICAL AND DANCE PER-
FORMANCES PROVIDED DURING INTERVALS

AT SPORTS EVENTS; PRODUCTION OF RADIO
AND TELEVISION PROGRAMS, LIVE SHOWS FEA-
TURING FOOTBALL GAMES, EXHIBITIONS, COM-
PETITIONS AND MUSICAL, COMEDY AND
DANCE PERFORMANCES, IN CLASS 41 (U.S. CLS.
100, 101 AND 107).

FIRST USE 8-30-2000; IN COMMERCE 8-30-2000.

SEC. 2(F).

SER. NO. 76-407,669, FILED 5-14-2002.

STACY WAHLBERG, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,790,409

United States Patent and Trademark Office

Registered Dec. 9, 2003

TRADEMARK
PRINCIPAL REGISTER



NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

ZLES, WINDSOCKS FOR TOY AND DECORATIVE
PURPOSES, KITES, TOY VEHICLES, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 5-30-2000; IN COMMERCE 5-30-2000.

SEC. 2(F).

SER. NO. 76-407,670, FILED 5-14-2002.

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS, STUFFED ANIMALS, PLAY FIG-
URES, GOLF BALLS, GOLF BAGS, GOLF CLUBS,
GOLF CLUB COVERS, BOWLING BALLS, BOWL-
ING BAGS, FOOTBALLS, DART BOARDS; BOARD
GAMES RELATING TO FOOTBALL, CHRISTMAS
TREE ORNAMENTS, BALLOONS, JIGSAW PUZ-

STACY WAHLBERG, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,804,140

United States Patent and Trademark Office

Registered Jan. 13, 2004

TRADEMARK
PRINCIPAL REGISTER



NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

FOR: POSTERS, CALENDARS, TRADING
CARDS, SERIES OF BOOKS RELATING TO FOOT-
BALL, MAGAZINES RELATING TO FOOTBALL,
NEWSLETTERS RELATING TO FOOTBALL, STICK-
ERS, BUMPER STICKERS, NOTE PADS, PAPER
PENNANTS AND GREETING CARDS, PRINTED
TICKETS TO SPORTS GAMES AND EVENTS, NON-
MAGNETICALLY CODED PREPAID PHONE
CARDS, PENS AND PENCILS, PENCIL CASES,
RUB ON DECORATIVE TRANSFERS, NOTE PA-
PER, PICTORIAL PRINTS, PICTURE POSTCARDS,
ART PICTURES, STATIONERY, ENVELOPES, STA-
TIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS,
SCRAPBOOK ALBUMS, RING BINDERS, CHECK-

BOOK COVERS, TISSUE PAPER, WRAPPING PA-
PER, PAPER TABLE CLOTHS, PAPER NAPKINS,
PAPER PARTY HATS, PAPER PARTY INVITA-
TIONS, PAPER GIFT CARDS, PAPER GIFT BAGS,
PAPER GIFT BOXES, PAPER DECORATIONS, COL-
LECTIBLE CARDS, COLLECTIBLE CARD AND
MEMORABILIA HOLDERS, SOUVENIR PRO-
GRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-30-2000; IN COMMERCE 10-30-2000.

SEC. 2(F).

SER. NO. 76-407,672, FILED 5-14-2002.

STACY WAHLBERG, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,005,335

Registered Oct. 11, 2005

TRADEMARK
PRINCIPAL REGISTER



NEW YORK FOOTBALL GIANTS, INC. (NEW
YORK CORPORATION)
GIANTS STADIUM
EAST RUTHERFORD, NJ 07073

TENS, KNIT HATS AND CAPS, SCARVES, APRONS,
HEADBANDS, EAR MUFFS, UNDERWEAR; FOOT-
WEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-6-2000; IN COMMERCE 4-6-2000.

OWNER OF U.S. REG. NOS. 835,679, 1,927,075 AND
OTHERS.

SEC. 2(F).

SER. NO. 76-407,671, FILED 5-14-2002.

STACY WAHLBERG, EXAMINING ATTORNEY

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND BOT-
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-
SHIRTS, SHORTS, TANK TOPS, JEANS,
SWEATERS, PANTS, JACKETS, TURTLENECKS,
JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT
SHIRTS, JERSEYS, WRISTBANDS, WARM UP
SUITS, SWIMWEAR, WIND RESISTANT JACKETS,
RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES,
SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAME-
LY, ROBES, NIGHT SHIRTS AND PAJAMAS, MIT-

107

United States Patent Office

827,037

Registered Apr. 4, 1967

PRINCIPAL REGISTER
Service Mark

COMB. AFF. SEC 8 & 15

Ser. No. 255,799, filed Oct. 5, 1966

JETS

Gotham Football Club, Inc. (Delaware corporation)
595 Madison Ave.
New York, N.Y.

For: ENTERTAINMENT SERVICE IN THE NATURE OF FOOTBALL EXHIBITIONS, SOME OF WHICH ARE RENDERED THROUGH THE MEDIUM OF RADIO AND TELEVISION BROADCASTS, in CLASS 107.

First use at least as early as May 1963; in commerce at least as early as May 1963.

M. H. MARKS, *Examiner.*

Renewed for 20 years from Apr. 4, 1987

COMB. AFF. SEC. 8 & 15

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE TO BE IN: New York Jets Football Club, Inc.

Attest

DEC 15 1992

Attesting Officer

James L. B. Loney

Acting Commissioner of Patents and Trademarks

United States Patent Office

830,380

Registered June 13, 1967

PRINCIPAL REGISTER
Service Mark

COM. APP. SEC 8 & 15

Ser. No. 255,798, filed Oct. 5, 1966

NEW YORK JETS

Gotham Football Club, Inc. (Delaware corporation)
595 Madison Ave.
New York, N.Y.

For: ENTERTAINMENT SERVICE IN THE NATURE OF FOOTBALL EXHIBITIONS, SOME OF WHICH ARE RENDERED THROUGH THE MEDIUM OF RADIO AND TELEVISION BROADCASTS, in CLASS 107.

First use at least as early as May 1963; in commerce at least as early as May 1963.

Without waiving its common-law rights herein, no claim is made to the words "New York" apart from the mark as shown.

M. H. MARKS, *Examiner.*

Renewed for 20 years from June 13, 1987

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE TO BE IN: New York Jets Football Club, Inc.

Attest

DEC 15 1992

Ana W. Rose
Attesting Officer

James L. B. Lane

Acting Commissioner of Patents and Trademarks



Int. Cl.: 41

Prior U.S. Cl.: 107

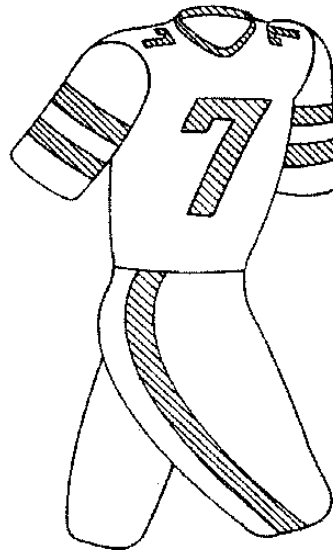
United States Patent and Trademark Office

Reg. No. 1,230,455

Registered Mar. 8, 1983

SERVICE MARK

Principal Register



New York Jets Football Club, Inc. (Delaware corporation)
598 Madison Ave.
New York, N.Y. 10022

For: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Aug. 12, 1978; in commerce Aug. 12, 1978.

No claim is made to the exclusive right to use "7"

or the outline of the uniform, apart from the mark as shown.

The mark is lined for the color green.

The drawing is a two-dimensional representation of the mark, which consists of the design elements and color combinations appearing on a three-dimensional football uniform worn by players in applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,695, filed Nov. 12, 1981.

CRAIG D. TAYLOR, Examiner



Int. Cl.: 41

Prior U.S. Cl.: 107

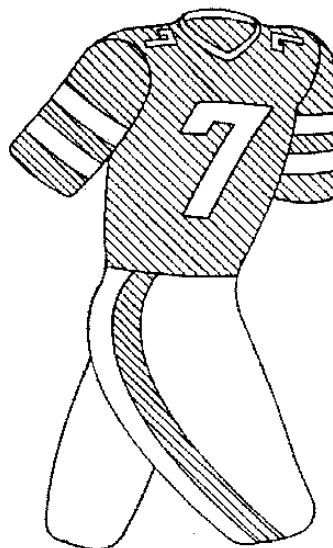
United States Patent and Trademark Office

Reg. No. 1,243,885

Registered Jun. 28, 1983

SERVICE MARK

Principal Register



New York Jets Football Club, Inc. (Delaware corporation)
598 Madison Ave.
New York, N.Y. 10022

For: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Aug. 7, 1978; in commerce Aug. 7, 1978.

Owner of U.S. Reg. Nos. 827,036, 977,056 and others.

No claim is made to the exclusive right to use the

numeral "7" (seven) or the outline of the uniform, apart from the mark as shown.

The drawing is lined for the color green.

The drawing is a two-dimensional representation of the mark, which consists of the design elements and color combinations appearing on a three-dimensional football uniform worn by players in applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,696, filed Nov. 12, 1981.

JAMES GROSSMAN, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 38 and 39

United States Patent and Trademark Office

Reg. No. 1,815,849

Registered Jan. 11, 1994

**TRADEMARK
PRINCIPAL REGISTER**

NEW YORK JETS

NEW YORK JETS FOOTBALL CLUB, INC.
(DELAWARE CORPORATION)
598 MADISON AVENUE
NEW YORK, NY 10022

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, SERIES OF NONFICTION BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CL. 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAJNTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 827,037, 830,380, AND 831,249.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NEW YORK", APART FROM THE MARK AS SHOWN.

SER. NO. 74-310,200, FILED 9-2-1992.

GERALD C. SEE GARS, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,
101 and 107

Reg. No. 2,315,786

United States Patent and Trademark Office

Registered Feb. 8, 2000

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



NEW YORK JETS FOOTBALL CLUB, INC.
(DELAWARE CORPORATION)
1000 FULTON AVENUE
HEMPSTEAD, NY 11550

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTEPADS, STICKERS, BUMPER STICKERS, PENS AND PENCILS, CREDIT CARDS, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS, PAPER GIFT BAGS, PAPER GIFT BOXES, COLLECTIBLE CARDS;

COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, WINDSOCKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

FOR: MEN'S WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLE-NECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS AND UNDERWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS, STUFFED ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF CLUB

2

2,315,786

COVERS, TOY BANKS, FOOTBALLS, COMPUTER GAMES AND BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, AND JIGSAW PUZZLES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

FOR: EDUCATION AND ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS AND SPORTS EVENTS; ENTERTAINMENT SERV-

ICES PROVIDED DURING INTERVALS AT SPORTS EVENTS, ARRANGING AND ORGANIZING OF COMPETITIONS, PHYSICAL EDUCATION PROGRAMS, PRODUCTION OF RADIO AND TELEVISION PROGRAMS, LIVE SHOWS AND DISPLAYS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-3-1998; IN COMMERCE 2-3-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NY", APART FROM THE MARK AS SHOWN.

SER. NO. 75-523,737, FILED 7-23-1998.

CRAIG D. TAYLOR, EXAMINING ATTORNEY

United States Patent Office

731,309
Registered May 8, 1962

PRINCIPAL REGISTER Service Mark

Ser. No. 109,506, filed Dec. 2, 1960

RAIDERS

The Metropolitan Oakland Area Football Club, Inc.
(California corporation)
1432 Franklin St.
Oakland, Calif.

For: ENTERTAINMENT SERVICES IN THE NATURE OF FOOTBALL GAMES AND EXHIBITIONS, SOME OF WHICH ARE RENDERED THROUGH THE MEDIUM OF TELEVISION AND RADIO, in CLASS 107.

First use July 1960; in commerce August 1960.

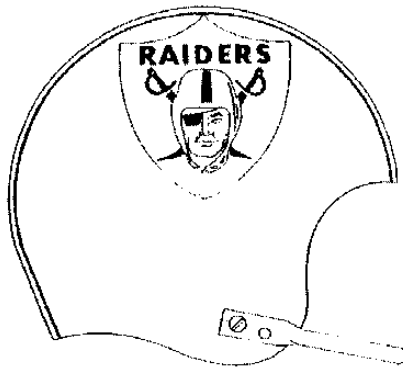
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 974,730
Registered Dec. 11, 1973
Renewal Term Begins Dec. 11, 1993

SERVICE MARK
PRINCIPAL REGISTER



LOS ANGELES RAIDERS, THE (CALIFORNIA LIMITED PARTNERSHIP)
332 CENTER STREET
EL SEGUNDO, CA 90245, BY CHANGE
OF NAME FROM OAKLAND RAIDERS (CALIFORNIA LIMITED PARTNERSHIP) OAKLAND, CA

OWNER OF U.S. REG. NOS. 731,309
AND 731,310.

THE REPRESENTATION OF THE
FOOTBALL IS DISCLAIMED APART
FROM THE MARK AS SHOWN.

FOR: PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, SOME OF
WHICH ARE RENDERED THROUGH
THE MEDIUM OF TELEVISION AND
RADIO, IN CLASS 107 (INT. CL. 41).
FIRST USE 7-0-1960; IN COMMERCE
8-0-1960.

SER. NO. 72-436,581, FILED 9-25-1972.



Witness my hand and the seal of the Patent and Trademark Office whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Feb. 22, 1994.

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 975,685

Registered Dec. 25, 1973

Renewal Term Begins Dec. 25, 1993

SERVICE MARK
PRINCIPAL REGISTER



LOS ANGELES RAIDERS, THE (CALIFORNIA LIMITED PARTNERSHIP)
332 CENTER STREET
EL SEGUNDO, CA 90245, BY CHANGE
OF NAME FROM OAKLAND RAIDERS (CALIFORNIA LIMITED PARTNERSHIP) OAKLAND, CA

OWNER OF U.S. REG. NOS. 731,309
AND 731,310.

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBITIONS, SOME OF WHICH ARE RENDERED THROUGH THE MEDIUM OF TELEVISION AND RADIO, IN CLASS 107 (INT. CL. 41).

FIRST USE 7-0-1960; IN COMMERCE 8-0-1960.

SER. NO. 72-436,589, FILED 9-25-1972.



*Testimony whereof I have hereunto set my hand
caused the seal of The Patent and Trademark
Office to be affixed on Apr. 19, 1994.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

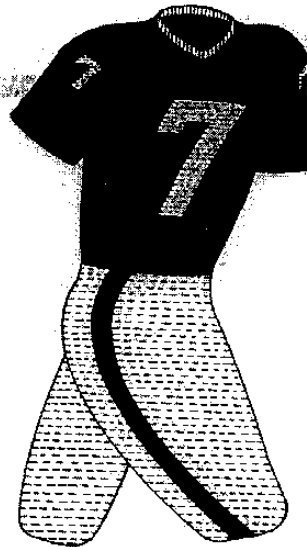
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,228,996

Registered Mar. 1, 1983

SERVICE MARK
Principal Register



Oakland Raiders Professional Football Club, Ltd.
(partnership)
7811 Oakland St.
Oakland, Calif. 94621

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 4, 1963; in commerce Aug. 4, 1963.
Owner of U.S. Reg. Nos. 731,309, 731,310, 975,685
and others.

No claim is made to the exclusive right to use "7"

or the outline of the uniform, apart from the mark as
shown.

The mark is lined for the color silver.

The drawing is two-dimensional representation of
the mark, which consists of the design elements and
color combinations appearing on a three-dimensional
football uniform worn by players in applicant's games
and exhibitions.

Sec. 2(f).

Ser. No. 336,729, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

ATTEST

SEP 11 1981

UNITED STATES PATENT AND TRADEMARK OFFICE

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38 and 39

United States Patent and Trademark Office **Reg. No. 1,771,383**
Registered May 18, 1993

**TRADEMARK
PRINCIPAL REGISTER**



LOS ANGELES RAIDERS (PARTNERSHIP)
322 CENTER STREET
EL SEGUNDO, CA 90245

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO PROFESSIONAL FOOTBALL, POST CARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO PROFESSIONAL FOOTBALL, POSTER BOOKS, NOTEPADS, PAPER PARTY HATS, GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37 AND 38).
FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, TURTLENECKS, WINDBREAKERS, KNIT TOPS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS, AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 731,310, 975,685 AND OTHERS.

SER. NO. 74-252,823, FILED 3-6-1992.

KATHLEEN COONEY, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office Reg. No. 1,919,846
Registered Sep. 19, 1995

**TRADEMARK
PRINCIPAL REGISTER**

OAKLAND RAIDERS

NATIONAL FOOTBALL LEAGUE PROPERTIES, INC. (CALIFORNIA CORPORATION)
410 PARK AVENUE
NEW YORK, NY 10022

FOR: KNIT TOPS, HATS, JACKETS AND
JERSEYS, IN CLASS 25 (U.S. CL. 39).
FIRST USE 9-0-1991; IN COMMERCE
9-0-1991.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "OAKLAND", APART FROM
THE MARK AS SHOWN.

SER. NO. 74-490,242, FILED 2-15-1994.

LESLEY LAMOTHE, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 1,041,475

Registered June 15, 1976

Renewal Term Begins June 15, 1996

**SERVICE MARK
PRINCIPAL REGISTER**

PHILADELPHIA EAGLES

PHILADELPHIA EAGLES LIMITED
PARTNERSHIP (DELAWARE LIMITED
PARTNERSHIP)
VETERANS STADIUM
3501 SOUTH BROAD STREET
PHILADELPHIA, PA 19148, BY ASSIGN-
MENT, ASSIGNMENT AND ASSIGN-
MENT FROM PHILADELPHIA
EAGLES FOOTBALL CLUB, THE
(PENNSYLVANIA LIMITED PART-
NERSHIP) BRIDGEPORT, PA

WITHOUT WAIVING ITS COMMON
LAW RIGHTS, APPLICANT DISCLAIMS

THE RIGHT TO THE EXCLUSIVE USE
OF THE GEOGRAPHICALLY DESCRIPTIVE
WORD "PHILADELPHIA" APART
FROM THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBI-
TIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 9-14-1949; IN COMMERCE
9-14-1949.

SER. NO. 73-045,509, FILED 2-28-1975.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 13, 1996.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,086,152

United States Patent and Trademark Office

Registered Feb. 21, 1978

10 Year Renewal

Renewal Term Begins Feb. 21, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

EAGLES

PHILADELPHIA EAGLES FOOTBALL
LIMITED PARTNERSHIP (DELA-
WARE LIMITED PARTNERSHIP)
3501 SOUTH BROAD STREET
PHILADELPHIA, PA 19148, BY ASSIGN-
MENT, ASSIGNMENT AND ASSIGN-
MENT FROM PHILADELPHIA
EAGLES FOOTBALL CLUB (UNITED
STATES LIMITED PARTNERSHIP)
PHILADELPHIA, PA

OWNER OF U.S. REG. NO. 1,041,475.

FOR: EDUCATIONAL AND ENTER-
TAINMENT SERVICES IN THE FORM
OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS
41 (U.S. CL. 107).

FIRST USE 7-9-1933; IN COMMERCE
7-9-1933.

SER. NO. 73-114,853, FILED 2-7-1977.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 15, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

United States Patent and Trademark Office Reg. No. 1,807,444
Registered Nov. 30, 1993

**TRADEMARK
PRINCIPAL REGISTER**

PHILADELPHIA EAGLES

PHILADELPHIA EAGLES FOOTBALL CLUB,
INC. (DELAWARE CORPORATION)
BROAD STREET AND PATTISON AVENUE
PHILADELPHIA, PA 19148

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, NON-FICTION BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 1,041,475 AND 1,086,152.

SEC. 2(F).

SER. NO. 74-300,719, FILED 8-3-1992.

CHARLES BOTTORFF, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50



Reg. No. 1,889,819

United States Patent and Trademark Office

Registered Apr. 18, 1995

**TRADEMARK
PRINCIPAL REGISTER**



PHILADELPHIA EAGLES FOOTBALL CLUB,
INC. (DELAWARE CORPORATION)
BROAD STREET AND PATTISON AVENUE
PHILADELPHIA, PA 19148

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, NON-FICTION BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 1,108,239.

SER. NO. 74-300,718, FILED 8-3-1992.

LINDA E. BLOHM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,114,816

United States Patent and Trademark Office

Registered Nov. 18, 1997

**SERVICE MARK
PRINCIPAL REGISTER**



PHILADELPHIA EAGLES LIMITED PART-
NERSHIP (DELAWARE LIMITED PARTNER-
SHIP)

VETERANS STADIUM
3501 SOUTH BROAD STREET
PHILADELPHIA, PA 19148

GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 8-3-1996; IN COMMERCE
8-3-1996.

SN 75-132,537, FILED 7-11-1996.

FOR: ENTERTAINMENT SERVICES,
NAMELY, PROFESSIONAL FOOTBALL

ELLEN B. AWRICH, EXAMINING ATTORNEY

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,461,199

Registered June 19, 2001

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



PHILADELPHIA EAGLES LIMITED PARTNER-
SHIP (DELAWARE LIMITED PARTNERSHIP)
3501 SOUTH BROAD STREET
PHILADELPHIA, PA 19148

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, JERSEYS, IN CLASS 25
(U.S. CLS. 22 AND 39).

FIRST USE 8-0-1996; IN COMMERCE 8-0-1996.

FOR: EDUCATION AND ENTERTAINMENT
SERVICES IN THE NATURE OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBITIONS; PROVID-
ING SPORTS AND ENTERTAINMENT INFORMA-
TION VIA A GLOBAL COMPUTER NETWORK OR
A COMMERCIAL ON-LINE SERVICE, IN CLASS 41
(U.S. CLS. 100, 101 AND 107).

FIRST USE 8-0-1996; IN COMMERCE 8-0-1996.

OWNER OF U.S. REG. NOS. 1,534,708, 1,534,709,
AND 2,114,816.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE THE NUMERAL "9", AND THE
REPRESENTATION OF THE OUTLINE OF A FOOT-
BALL JERSEY, APART FROM THE MARK AS
SHOWN.

THE MARK IS LINED FOR THE COLORS GREEN
AND SILVER.

THE DRAWING IS A TWO-DIMENSIONAL RE-
PRESENTATION OF THE MARK, WHICH CON-
SISTS OF THE DESIGN ELEMENTS AND COLOR
COMBINATIONS APPEARING ON A THREE-DI-
MENSIONAL FOOTBALL UNIFORM.

SER. NO. 75-861,995, FILED 12-1-1999.

ALICE SUE CARRUTHERS, EXAMINING ATTOR-
NEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Renewal

Reg. No. 870,257

Registered May 27, 1969

OG Date June 20, 1989

SERVICE MARK
PRINCIPAL REGISTER

PITTSBURGH STEELERS

PITTSBURGH STEELERS SPORTS, INC.
(PENNSYLVANIA CORPORATION)
300 STADIUM CIRCLE
PITTSBURGH, PA 15212

APPLICANT DISCLAIMS THE WORD
"PITTSBURGH" APART FROM THE
MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES—
NAMELY, FOOTBALL EXHIBITIONS
RENDERED LIVE IN STADIA AND
THROUGH THE MEDIA OF RADIO
AND TELEVISION BROADCASTS, IN
CLASS 107 (INT. CL. 41).
FIRST USE 0-0-1940; IN COMMERCE
0-0-1940.

SER. NO. 310,975, FILED 10-31-1968.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on June 20, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

881,474

Registered Nov. 25, 1969

PRINCIPAL REGISTER Service Mark

Ser. No. 310,976, filed Oct. 31, 1968



Pittsburgh Steelers Sports, Inc. (Pennsylvania corporation)
139 6th St., Hotel Roosevelt
Pittsburgh, Pa. 15222

For: ENTERTAINMENT SERVICES—NAMELY, FOOTBALL EXHIBITIONS RENDERED LIVE IN STADIA AND THROUGH THE MEDIA OF RADIO AND TELEVISION BROADCASTS—in CLASS 107 (INT. CL. 41).

First use 1962; in commerce 1962.
The drawing is lined for the colors red, blue, and orange.

REGISTERED FOR A TERM OF 20 YEARS FROM 25 1969

*This is
their
helmet
logo!*

Renewed 1989



Attest:

AUG 18 1975
S. S. [Signature]
Attesting Officer

Certified to be a true copy of the registration issued by the United States Patent Office, where registration is in full effect. Record title is in Registration.

[Signature]
C.

[Signature]

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,109,723

United States Patent and Trademark Office

Registered Dec. 19, 1978

10 Year Renewal

Renewal Term Begins Dec. 19, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

STEELERS

PITTSBURGH STEELERS SPORTS, INC.
(PENNSYLVANIA CORPORATION)
300 STADIUM CIRCLE
PITTSBURGH, PA 15212

OWNER OF U.S. REG. NOS. 870,257
AND 881,474.

FOR: ENTERTAINMENT SERVICES
IN THE FORM OF PROFESSIONAL
FOOTBALL GAMES AND EXHIBI-
TIONS, IN CLASS 41 (U.S. CL. 107).
FIRST USE 0-0-1940; IN COMMERCE
0-0-1940.

SER. NO. 73-154,501, FILED 1-6-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on May 18, 1999.*

COMMISSIONER OF PATENTS AND TRADEMARKS



Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,233,083

Registered Mar. 29, 1983

SERVICE MARK

Principal Register



*Sections 8 & 15
Affidavit filed
and accepted*

Pittsburgh Steelers Sports, Inc. (Pennsylvania corporation)
300 Stadium Cir.
Pittsburgh, Pa. 15212

For: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Aug. 9, 1968; in commerce Aug. 9, 1968.
Owner of U.S. Reg. Nos. 870,257, 870,258, 881,474 and 1,109,723.

No claim is made to the exclusive right to use the

numeral "7" or the outline of the uniform, apart from the mark as shown.

The drawing is lined for the color gold.

The drawing is two-dimensional representation of the mark, which consists of the design elements and color combinations appearing on a three-dimensional football uniform worn by players in applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,701, filed Nov. 12, 1981.

JAMES GROSSMAN, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,812,089

Registered Dec. 21, 1993

**TRADEMARK
PRINCIPAL REGISTER**

PITTSBURGH STEELERS

PITTSBURGH STEELERS SPORTS, INC.
(PENNSYLVANIA CORPORATION)
300 STADIUM CIRCLE
PITTSBURGH, PA 15212

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS REGARDING FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, RIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 870,257, 881,474, AND 1,109,723.

SEC. 2(F).

SER. NO. 74-300,720, FILED 8-3-1992.

CHARLES BOTTORFF, EXAMINING ATTORNEY

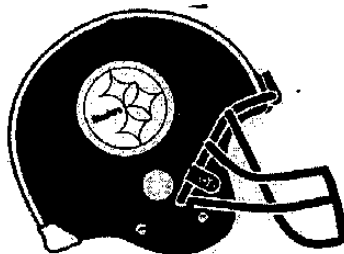
Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

Reg. No. 1,889,820

United States Patent and Trademark Office Registered Apr. 18, 1995

**TRADEMARK
PRINCIPAL REGISTER**



PITTSBURGH STEELERS SPORTS, INC.
(PENNSYLVANIA CORPORATION)
300 STADIUM CIRCLE
PITTSBURGH, PA 15212

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR: NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 870,257, 1,109,723 AND OTHERS.

SER. NO. 74-300,721, FILED 8-3-1992.

LINDA E. BLOHM, EXAMINING ATTORNEY

Int. Cls.: 9, 14, 16, 25 and 28

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 27, 28, 29, 36, 37,
38, 39 and 50

Reg. No. 3,023,804

United States Patent and Trademark Office

Registered Dec. 6, 2005

TRADEMARK
PRINCIPAL REGISTER

STEELERS

PITTSBURGH STEELERS SPORTS, INC. (PENN-
SYLVANIA CORPORATION)
3400 SOUTH WATER STREET
PITTSBURGH, PA 15203

FOR: FOOTBALL HELMETS; TELEPHONES;
CELL PHONE COVERS; CELL PHONE STRAPS;
MAGNETIC CODED CHARGE CARDS; DECORA-
TIVE MAGNETS; COMPACT DISCS, AUDIO TAPES,
PRE-RECORDED VIDEOTAPES AND DVDS FEAT-
URING THE SPORT OF FOOTBALL; COMPUTER
GAME SOFTWARE AND DISCS; VIDEO GAME
CARTRIDGES; COMPUTER MOUSE PADS; CAM-
ERA CASES; SUNGLASSES; EYEGLOSS CASES;
EYEGLOSS CHAINS; BINOCULARS; LIGHT
SWITCH COVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26,
36 AND 38).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

FOR: JEWELRY; WATCHES; CLOCKS; PINS;
EARRINGS; NECKLACES; BRACELETS; BELT
BUCKLES OF PRECIOUS METAL; CHARMS; MON-
EY CLIPS OF PRECIOUS METAL; TIE PINS; RINGS;
COMMEMORATIVE AND COLLECTIBLE COINS;
PENDANTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND
50).

FIRST USE 3-30-1975; IN COMMERCE 3-30-1975.

FOR: POSTERS; CALENDARS; TRADING
CARDS; SERIES OF BOOKS RELATING TO FOOT-
BALL; MAGAZINES RELATING TO FOOTBALL;
NEWSLETTERS RELATING TO FOOTBALL; NOTE-
PADS; STICKERS; BUMPER STICKERS; PAPER

PENNANTS; GREETING CARDS; PRINTED TICK-
ETS TO SPORTS GAMES AND EVENTS; PENS AND
PENCILS; PENCIL CASES; RUB ON DECORATIVE
TRANSFERS; NOTE PAPER; PICTORIAL PRINTS;
PICTURE POSTCARDS; ART PICTURES; STATION-
ERY; ENVELOPES; STATIONERY-TYPE PORTFO-
LIOS; PHOTO ALBUMS; SCRAPBOOK ALBUMS;
RING BINDERS; CHECKBOOK COVERS; TISSUE
PAPER; WRAPPING PAPER; PAPER TABLE
CLOTHS; PAPER NAPKINS; PAPER PARTY INVIT-
ATIONS; PAPER GIFT CARDS; PAPER GIFT
BAGS; PAPER DECORATIONS; COLLECTIBLE
TRADING CARDS; COLLECTIBLE TRADING
CARD AND MEMORABILIA HOLDERS; SOUVE-
NIR PROGRAMS FOR SPORTS EVENTS, IN CLASS
16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND BOT-
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-
SHIRTS, SHORTS, TANK TOPS, SWEATERS,
PANTS, JACKETS, TURTLENECKS, GOLF SHIRTS,
WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRIST-
BANDS, WARM UP SUITS, SWIMWEAR, WIND
RESISTANT JACKETS, RAINCOATS, PARKAS,
PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH
BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT
SHIRTS AND PAJAMAS, MITTENS, KNIT HATS
AND CAPS, SCARVES, APRONS, HEADBANDS,
EAR MUFFS, UNDERWEAR, SOCKS, SHOES, ATH-
LETIC SHOES, BOOTS, SNEAKERS AND SLIPPERS,
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1963; IN COMMERCE 9-30-1963.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS; STUFFED TOY ANIMALS; PLAY FIGURES; GOLF BALLS; GOLF BAGS; GOLF CLUBS; GOLF CLUB COVERS; FOOTBALLS; TOY BANKS; BOARD GAMES RELATING TO FOOTBALL; PLAYING CARDS; CHRISTMAS TREE ORNAMENTS; BALLOONS; JIGSAW PUZZLES; TOY AND DECORATIVE WIND SOCKS; KITES; MODEL TOY CARS AND TRUCKS; BILLIARD BALLS; DART BOARDS; PLAYING CARDS; MINIATURE HELMETS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-30-1974; IN COMMERCE 9-30-1974.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 881,474, 1,889,820 AND OTHERS.

SER. NO. 78-534,641, FILED 12-17-2004.

JUDITH HELFMAN, EXAMINING ATTORNEY

Int. Cls.: 9 and 28

Prior U.S. Cls.: 21, 22, 23, 26, 36, 38 and 50

Reg. No. 3,050,049

United States Patent and Trademark Office

Registered Jan. 24, 2006

TRADEMARK
PRINCIPAL REGISTER

PITTSBURGH
STEELERS

PITTSBURGH STEELERS SPORTS, INC. (PENN-
SYLVANIA CORPORATION)
3400 SOUTH WATER STREET
PITTSBURGH, PA 15203

FOR: FOOTBALL HELMETS; TELEPHONES;
CELL PHONE COVERS; CELL PHONE STRAPS;
MAGNETIC CODED CHARGE CARDS; DECORA-
TIVE MAGNETS; COMPACT DISCS; AUDIO TAPES;
PRE-RECORDED VIDEOTAPES AND DVDS FEAT-
URING THE SPORT OF FOOTBALL; COMPUTER
GAME SOFTWARE AND DISCS; VIDEO GAME
CARTRIDGES; COMPUTER MOUSE PADS; CAM-
ERA CASES; SUNGLASSES; EYEGLASS CASES;
EYEGLASS CHAINS; BINOCULARS; LIGHT
SWITCH COVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26,
36 AND 38).

FIRST USE 9-0-1973; IN COMMERCE 9-0-1973.

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS; STUFFED TOY ANIMALS; PLAY
FIGURES; GOLF BALLS; GOLF BAGS; GOLF
CLUBS; GOLF CLUB COVERS; FOOTBALLS; TOY
BANKS; BOARD GAMES RELATING TO FOOT-

BALL; PLAYING CARDS; CHRISTMAS TREE OR-
NAMENTS; BALLOONS; JIGSAW PUZZLES; TOY
AND DECORATIVE WIND SOCKS; KITES; MODEL
TOY CARS AND TRUCKS; BILLIARD BALLS;
DART BOARDS; PLAYING CARDS; MINIATURE
HELMETS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 870,257, 1,812,089 AND
OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PITTSBURGH", APART FROM
THE MARK AS SHOWN.

SER. NO. 78-534,360, FILED 12-17-2004.

JUDITH HELFMAN, EXAMINING ATTORNEY

Int. Cls.: 9, 14 and 28

Prior U.S. Cls.: 2, 21, 22, 23, 26, 27, 28, 36, 38 and 50

Reg. No. 3,050,051

United States Patent and Trademark Office

Registered Jan. 24, 2006

TRADEMARK
PRINCIPAL REGISTER



PITTSBURGH STEELERS SPORTS, INC. (PENN-
SYLVANIA CORPORATION)
3400 SOUTH WATER STREET
PITTSBURGH, PA 15203

FOR: FOOTBALL HELMETS; TELEPHONES;
CELL PHONE COVERS; CELL PHONE STRAPS;
MAGNETIC CODED CHARGE CARDS; DECORA-
TIVE MAGNETS; COMPACT DISCS; AUDIO TAPES;
PRE-RECORDED VIDEOTAPES AND DVDS FEA-
TURING THE SPORT OF FOOTBALL; COMPUTER
GAME SOFTWARE AND DISCS; VIDEO GAME
CARTRIDGES; COMPUTER MOUSE PADS; CAM-
ERA CASES; SUNGLASSES; EYEGLASS CASES;
EYEGLASS CHAINS; BINOCULARS; LIGHT
SWITCH COVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26,
36 AND 38).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

FOR: JEWELRY; WATCHES; CLOCKS; PINS;
EARRINGS; NECKLACES; BRACELETS; BELT
BUCKLES OF PRECIOUS METAL; CHARMS; MON-
EY CLIPS OF PRECIOUS METAL; TIE PINS; RINGS;
COMMEMORATIVE AND COLLECTIBLE COINS;
PENDANTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND
50).

FIRST USE 3-30-1975; IN COMMERCE 3-30-1975.

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS; STUFFED TOY ANIMALS; PLAY
FIGURES; GOLF BALLS; GOLF BAGS; GOLF
CLUBS; GOLF CLUB COVERS; FOOTBALLS; TOY
BANKS; BOARD GAMES RELATING TO FOOT-
BALL; PLAYING CARDS; CHRISTMAS TREE OR-
NAMENTS; BALLOONS; JIGSAW PUZZLES; TOY
AND DECORATIVE WIND SOCKS; KITES; MODEL
TOY CARS AND TRUCKS; BILLIARD BALLS;
DART BOARDS; PLAYING CARDS; MINIATURE
HELMETS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

OWNER OF U.S. REG. NOS. 870,257, 1,889,820 AND
OTHERS.

THE MARK CONSISTS OF THE LITERAL ELE-
MENT "STEELERS" IN STYLIZED LETTERING
AND DESIGN CONTAINED WITHIN A CIRCLE.
THE WORD "STEELERS" APPEARS WITHIN THE
LEFT SIDE OF THE CIRCLE; THREE STYLIZED
DIAMONDS APPEAR WITHIN THE RIGHT SIDE
OF THE CIRCLE.

SER. NO. 78-534,400, FILED 12-17-2004.

JUDITH HELFMAN, EXAMINING ATTORNEY

Int. Cls.: 16, 25 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100, 101
and 107

Reg. No. 3,050,054

Registered Jan. 24, 2006

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



PITTSBURGH STEELERS SPORTS, INC. (PENNSYLVANIA CORPORATION)
3400 SOUTH WATER STREET
PITTSBURGH, PA 15203

FOR: POSTERS; CALENDARS; TRADING CARDS; SERIES OF BOOKS RELATING TO FOOTBALL; MAGAZINES RELATING TO FOOTBALL; NEWSLETTERS RELATING TO FOOTBALL; NOTE-PADS; STICKERS; BUMPER STICKERS; PAPER PENNANTS; GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; PENS AND PENCILS; PENCIL CASES; RUB ON DECORATIVE TRANSFERS; NOTE PAPER; PICTORIAL PRINTS; PICTURE POSTCARDS; ART PICTURES; STATIONERY; ENVELOPES; STATIONERY-TYPE PORTFOLIOS; PHOTO ALBUMS; SCRAPBOOK ALBUMS; RING BINDERS; CHECKBOOK COVERS; TISSUE PAPER; WRAPPING PAPER; PAPER TABLE CLOTHS; PAPER NAPKINS; PAPER PARTY INVITATIONS; PAPER GIFT CARDS; PAPER GIFT BAGS; PAPER DECORATIONS; COLLECTIBLE TRADING CARDS; COLLECTIBLE TRADING CARD AND MEMORABILIA HOLDERS; SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-SHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, GOLF SHIRTS,

WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SOCKS, SHOES, ATHLETIC SHOES, BOOTS, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING AND PRESENTING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK AND A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES PERFORMED BEFORE LIVE AUDIENCES AND BROADCAST VIA TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND RADIO BROADCAST, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-30-1963; IN COMMERCE 9-30-1963.

OWNER OF U.S. REG. NOS. 870,257, 1,889,820 AND OTHERS.

THE MARK CONSISTS OF THE LITERAL ELEMENT "STEELERS" IN STYLIZED LETTERING AND DESIGN CONTAINED WITHIN A CIRCLE.

THE WORD "STEELERS" APPEARS WITHIN THE LEFT SIDE OF THE CIRCLE; THREE STYLIZED DIAMONDS APPEAR WITHIN THE RIGHT SIDE OF THE CIRCLE

SER. NO. 78-534,545, FILED 12-17-2004.

JUDITH HELFMAN, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

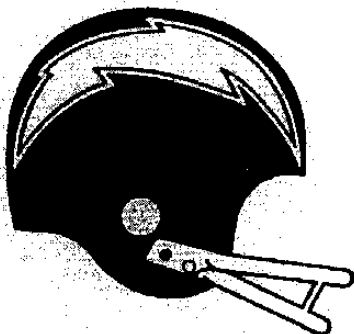
10 Year Renewal

Reg. No. 1,101,759

Registered Sep. 5, 1978

Renewal Term Begins Sep. 5, 1998

**SERVICE MARK
PRINCIPAL REGISTER**



CHARGERS FOOTBALL COMPANY
(CALIFORNIA LIMITED PARTNER-
SHIP)

4020 MURPHY CANYON ROAD
SAN DIEGO, CA 92123, ASSIGNEE OF
CHARGERS FOOTBALL COMPANY
(UNITED STATES LIMITED PART-
NERSHIP) SAN DIEGO, CA

FOR: EDUCATIONAL AND ENTER-
TAINMENT SERVICES IN THE FORM
OF PROFESSIONAL FOOTBALL EXHI-
BITIONS AND GAMES, IN CLASS 41
(U.S. CL. 107).

FIRST USE 0-0-1965; IN COMMERCE
0-0-1965.

SER. NO. 73-113,522, FILED 1-24-1977.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 15, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,217,890

Registered Nov. 23, 1982

SERVICE MARK
Principal Register



*Sections 8 & 15
Affidavit
Filed &
accepted*

Chargers Football Company (limited partnership)
9449 Frairs Rd.
San Diego, Calif. 92629

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 17, 1974; in commerce Aug. 17,
1974.

Owner of U.S. Reg. Nos. 731,575, 1,160,363,
1,163,692 and others.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart from
the mark as shown.

The mark is lined for the colors yellow and blue.
The drawing is a two-dimensional representation of
the mark, which consists of the design elements and
color combinations appearing on a three-dimensional
football uniform worn by players in applicant's games
and exhibitions.

Ser. No. 336,698, filed Nov. 12, 1981.

RUSS HERMAN, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38, 39 and 50

Reg. No. 1,807,451

United States Patent and Trademark Office Registered Nov. 30, 1993

TRADEMARK
PRINCIPAL REGISTER

SAN DIEGO CHARGERS

CHARGERS FOOTBALL COMPANY (CALIFORNIA LIMITED PARTNERSHIP)
9449 FRIARS ROAD
SAN DIEGO, CA 92120

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS IN THE FIELD OF PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS FEATURING POSTERS IN THE FIELD OF PROFESSIONAL FOOTBALL, NOTEPADS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 733,575, 1,163,692, AND 1,216,141.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SAN DIEGO", APART FROM THE MARK AS SHOWN.

SER. NO. 74-309,390, FILED 8-31-1992.

LYNN A. LUTHEY, EXAMINING ATTORNEY



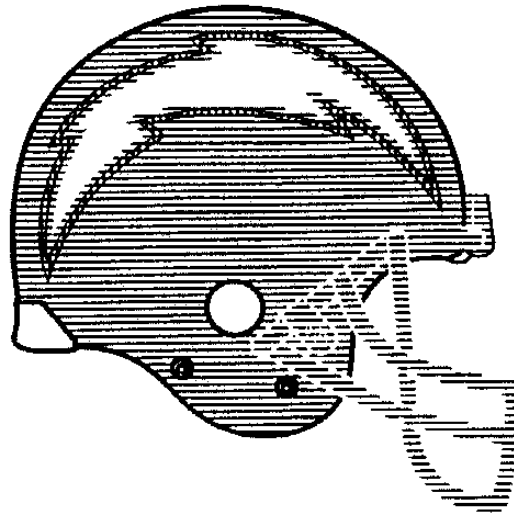
Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

Reg. No. 1,810,711

United States Patent and Trademark Office Registered Dec. 14, 1993

**TRADEMARK
PRINCIPAL REGISTER**



CHARGERS FOOTBALL COMPANY (PART-
NERSHIP)
9449 FRIARS ROAD
SAN DIEGO, CA 92120

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS IN THE FIELD OF PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS FEATURING POSTERS IN THE FIELD OF PROFESSIONAL FOOTBALL, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

2

1,810,711

FIRST USE 2-0-1970; IN COMMERCE
2-0-1970.

THE MARK IS LINED FOR THE COLORS
GOLD AND BLUE.

SER. NO. 74-309,389, FILED 8-31-1992.

OWNER OF U.S. REG. NO. 1,101,759.

LYNN A. LUTHEY, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 25, 28 and 41

Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,
50, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,914,141

Registered Dec. 28, 2004

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

CHARGERS

CHARGERS FOOTBALL COMPANY, LLC (CALIFORNIA LTD LIAB CO)
4020 MURPHY CANYON ROAD
SAN DIEGO, CA 92123

FOR: FOOTBALL HELMETS, TELEPHONES, CELL PHONE COVERS, CELL PHONE STRAPS, MAGNETICALLY ENCODED PREPAID TELEPHONE CALLING CARDS, MAGNETIC CODED CHARGE CARDS, DECORATIVE MAGNETS, PRE-RECORDED VIDEOTAPES AND DVDS FEATURING THE SPORT OF FOOTBALL, COMPUTER GAME SOFTWARE AND DISKS AND VIDEO GAME CARTRIDGES, COMPUTER MOUSE PADS, CAMERA CASES, SUNGLASSES, EYEGLASS CASES, EYEGLASS CHAINS, BINOCULARS, LIGHT SWITCH COVERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTEPADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, PAPER PENNANTS AND GREETING CARDS, PRINTED TICKETS TO SPORTS GAMES AND EVENTS, NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS, PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER PARTY DECORA-

TIONS, COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: TOYS AND SPORTING GOODS, NAMELY, TOY REPLICA MINIATURE FOOTBALL HELMETS, PLAYING CARDS, PLUSH TOYS, STUFFED ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, BOWLING BAGS, SPORT BALLS, FOOTBALLS, TOY BANKS, BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIGSAW PUZZLES, TOY AND DECORATIVE WINDSOCKS, KITES, TOY TRUCKS, BILLIARD BALLS, DART BOARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: ENTERTAINMENT SERVICES, NAMELY, ORGANIZING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS INFORMATION VIA A GLOBAL COMPUTER NETWORK; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, ENTERTAINMENT SERVICES, NAMELY, LIVE MUSICAL, COMEDY AND DANCE PERFORMANCES; ENTERTAINMENT SERVICES, NAMELY, A CONTINUING SPORTS SHOW BROADCAST

OVER TELEVISION, SATELLITE, AUDIO, AND VIDEO MEDIA, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1961; IN COMMERCE 0-0-1961.

OWNER OF U.S. REG. NOS. 733,575, 1,679,687, AND 1,807,451.

SER. NO. 76-450,321, FILED 9-17-2002.

MARTHA FROMM, EXAMINING ATTORNEY

Int. Cls.: 28 and 41

Prior U.S. Cls.: 22, 23, 38, 50, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,914,142

Registered Dec. 28, 2004

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

SAN DIEGO CHARGERS

CHARGERS FOOTBALL COMPANY, LLC (CALI-
FORNIA LTD LIAB CO)
4020 MURPHY CANYON ROAD
SAN DIEGO, CA 92123

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS, STUFFED ANIMALS, PLAY FIG-
URES, GOLF BALLS, GOLF BAGS, GOLF CLUBS,
GOLF CLUB COVERS, BOWLING BAGS, FOOT-
BALLS, TOY BANKS, BOARD GAMES RELATING
TO FOOTBALL, CHRISTMAS TREE ORNAMENTS,
BALLOONS, JIGSAW PUZZLES, TOY AND DEC-
ORATIVE WINDSOCKS, KITES, TOY TRUCKS,
BILLIARD BALLS, DART BOARDS, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-1970, IN COMMERCE 9-0-1970.

FOR: ENTERTAINMENT SERVICES, NAMELY,
ORGANIZING PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS; PROVIDING SPORTS
INFORMATION VIA A GLOBAL COMPUTER NET-
WORK; ORGANIZATION OF SPORTS EVENTS;

FAN CLUB SERVICES; EDUCATIONAL SERVICES,
NAMELY, PHYSICAL EDUCATION PROGRAMS
AND SEMINARS IN THE FIELD OF FOOTBALL;
PRODUCTION OF RADIO AND TELEVISION PRO-
GRAMS; ENTERTAINMENT SERVICES, NAMELY,
LIVE MUSICAL, COMEDY AND DANCE PERFOR-
MANCES; ENTERTAINMENT SERVICES, NAME-
LY, A CONTINUING SPORTS SHOW BROADCAST
OVER TELEVISION, SATELLITE, AUDIO, AND
VIDEO MEDIA, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 0-0-1961; IN COMMERCE 0-0-1961.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SAN DIEGO", APART FROM THE
MARK AS SHOWN.

SER. NO. 76-450,708, FILED 9-18-2002.

MARTHA FROMM, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 25, 28 and 41

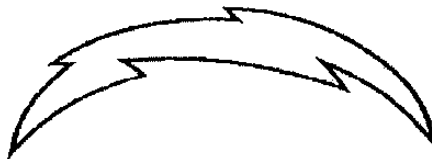
Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,
50, 100, 101 and 107

Reg. No. 2,956,462

Registered May 31, 2005

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



CHARGERS FOOTBALL COMPANY, LLC (CALI-
FORNIA LTD LIAB CO)
4020 MURPHY CANYON ROAD
SAN DIEGO, CA 92123

FOR: FOOTBALL HELMETS, TELEPHONES,
CELL PHONE COVERS, CELL PHONE STRAPS,
PREPAID TELEPHONE CALLING CARDS, MAG-
NETIC CODED CHARGE CARDS, DECORATIVE
MAGNETS, COMPACT DISCS, TAPES, PRE-RECOR-
DED VIDEOTAPES AND DVDS FEATURING THE
SPORT OF FOOTBALL, COMPUTER GAME SOFT-
WARE AND DISKS AND VIDEO GAME CARTRID-
GES, COMPUTER MOUSE PADS, CAMERA CASES,
SUNGLASSES, EYEGLASS CASES, EYEGLASS
CHAINS, BINOCULARS, LIGHT SWITCH COVERS,
IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: POSTERS, CALENDARS, TRADING
CARDS, SERIES OF BOOKS RELATING TO FOOT-
BALL, MAGAZINES RELATING TO FOOTBALL,
NEWSLETTERS RELATING TO FOOTBALL, NOTE-
PADS, STICKERS, BUMPER STICKERS, CREDIT
CARDS WITHOUT MAGNETIC CODING, PAPER
PENNANTS AND GREETING CARDS; PRINTED
TICKETS TO SPORTS GAMES AND EVENTS; NON-
MAGNETICALLY CODED PREPAID PHONE
CARDS, PENS AND PENCILS, PENCIL CASES,
RUB ON DECORATIVE TRANSFERS, NOTE PA-
PER, PICTORIAL PRINTS, PICTURE POSTCARDS,
ART PICTURES, STATIONERY, ENVELOPES, STA-
TIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS,
SCRAPBOOK ALBUMS, RING BINDERS, CHECK-
BOOK COVERS, TISSUE PAPER, WRAPPING PA-
PER, PAPER TABLE CLOTHS, PAPER NAPKINS,
PAPER PARTY HATS, PAPER PARTY INVITA-
TIONS, PAPER GIFT CARDS; PAPER GIFT BAGS,

PAPER GIFT BOXES, PAPER DECORATIONS, COL-
LECTIBLE CARDS; COLLECTIBLE CARD AND
MEMORABILIA HOLDERS, SOUVENIR PRO-
GRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S
CLOTHING, NAMELY, FLEECE TOPS AND BOT-
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-
SHIRTS, SHORTS, TANK TOPS, JEANS,
SWEATERS, PANTS, JACKETS, TURTLENECKS,
JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT
SHIRTS, JERSEYS, WRISTBANDS, WARM UP
SUITS, SWIMWEAR, WIND RESISTANT JACKETS,
RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES,
SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAME-
LY, ROBES, NIGHT SHIRTS AND PAJAMAS, MIT-
TENS, KNIT HATS AND CAPS, SCARVES, APRONS,
HEADBANDS, EAR MUFFS, UNDERWEAR, SNEA-
KERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22
AND 39).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: TOYS AND SPORTING GOODS, NAMELY,
PLUSH TOYS, STUFFED ANIMALS, PLAY FIG-
URES, GOLF BALLS, GOLF BAGS, GOLF CLUBS,
GOLF CLUB COVERS, BOWLING BAGS, FOOT-
BALLS, TOY BANKS, BOARD GAMES RELATING
TO FOOTBALL, CHRISTMAS TREE ORNAMENTS,
BALLOONS, JIGSAW PUZZLES, TOY AND DEC-
ORATIVE WINDSOCKS, KITES, TOY TRUCKS,
BILLIARD BALLS, DART BOARDS, PLAYING
CARDS, REPLICA MINIATURE FOOTBALL HEL-
METS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING AND PRESENTING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES PERFORMED BEFORE LIVE AUDIENCES AND BROADCAST VIA TELEVISION, CABLE TELEVI-

SION, SATELLITE TELEVISION AND RADIO BROADCAST; PRODUCING AND DISTRIBUTING AUDIO VISUAL AND MULTI-MEDIA PRESENTATIONS REGARDING THE SPORT OF FOOTBALL VIA A GLOBAL COMMUNICATIONS NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1965; IN COMMERCE 0-0-1965.

OWNER OF U.S. REG. NOS. 1,101,759 AND 1,810,711.

SER. NO. 76-450,322, FILED 9-17-2002.

SCOTT OSLICK, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,079,541

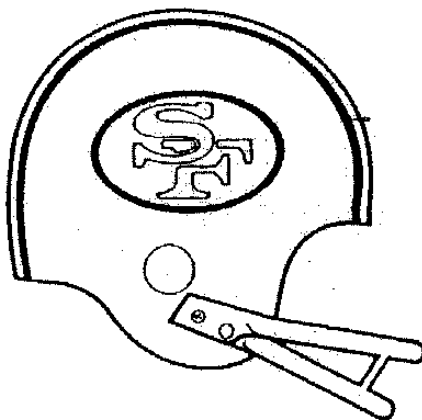
United States Patent and Trademark Office

Registered Dec. 13, 1977

10 Year Renewal

Renewal Term Begins Dec. 13, 1997

**SERVICE MARK
PRINCIPAL REGISTER**



SAN FRANCISCO FORTY NINERS, LTD.
(CALIFORNIA LIMITED PARTNER-
SHIP)

4949 CENTENNIAL BOULEVARD
SANTA CLARA, CA 950541229, ASSIGN-
EE OF SAN FRANCISCO FORTY
NINERS (UNITED STATES LIMITED
PARTNERSHIP) SAN FRANCISCO, CA

WITHOUT WAIVING ANY COMMON
LAW RIGHTS, APPLICANT DISCLAIMS
THE REPRESENTATION OF THE

FOOTBALL HELMET APART FROM
THE MARK AS SHOWN.

FOR: EDUCATIONAL AND ENTER-
TAINMENT SERVICES IN THE FORM
OF PROFESSIONAL FOOTBALL EXHI-
BITIONS AND GAMES, IN CLASS 41
(U.S. CL. 107).

FIRST USE 2-24-1975; IN COMMERCE
2-24-1975.

SER. NO. 73-112,333, FILED 1-13-1977.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Aug. 25, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

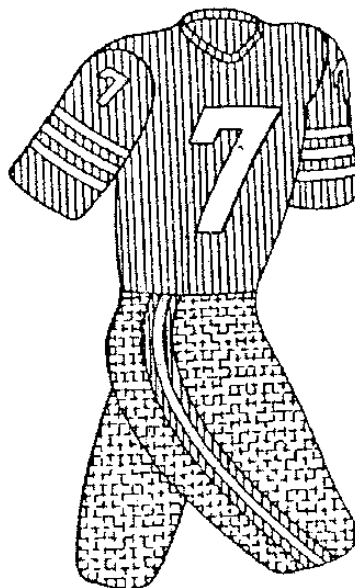
United States Patent and Trademark Office

Reg. No. 1,238,823

Registered May 17, 1983

SERVICE MARK

Principal Register



San Francisco 49ers (limited partnership)
711 Nevada St.
Redwood City, Calif. 94061

For: ENTERTAINMENT SERVICES IN THE
FORM OF PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.
Cl. 107).

First use Aug. 16, 1959; in commerce Aug. 16,
1959.

Owner of U.S. Reg. Nos. 829,949, 1,079,541 and
others.

No claim is made to the exclusive right to use the

numeral 7 and the outline of a football uniform, apart
from the mark as shown.

The drawing is lined for the colors red and gold.

The drawing is a two-dimensional representation
of the mark, which consists of the design elements
and color combinations appearing on a three-
dimensional football uniform worn by players in
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,687, filed Nov. 12, 1981.

JAMES GROSSMAN, Examining Attorney

Int. Cls.: 16 and 25

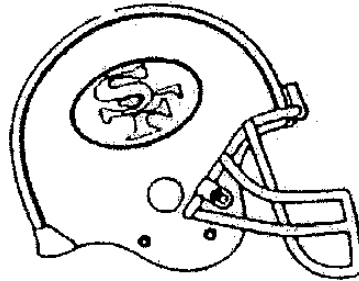
Prior U.S. Cls.: 2, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,809,130

Registered Dec. 7, 1993

TRADEMARK
PRINCIPAL REGISTER



SAN FRANCISCO FORTY NINERS, LTD.
(CALIFORNIA LIMITED PARTNERSHIP)
MARIE P. DEBARTOLO SPORTS CENTER
4949 CENTENNIAL BOULEVARD
SANTA CLARA, CA 95054

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, SERIES OF NONFICTION BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS

CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 1,079,541.

SER. NO. 74-310,191, FILED 9-2-1992.

GERALD C. SEE GARS, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,810,714

Registered Dec. 14, 1993

**TRADEMARK
PRINCIPAL REGISTER**

SAN FRANCISCO 49ERS

SAN FRANCISCO FORTY NINERS, LTD.
(CALIFORNIA LIMITED PARTNERSHIP)
MARIE P. DEBARTOLO SPORTS CENTER
4949 CENTENNIAL BOULEVARD
SANTA CLARA, CA 95054

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, SERIES OF NONFICTION BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 829,949 AND 1,318,640.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SAN FRANCISCO", APART FROM THE MARK AS SHOWN.

SER. NO. 74-310,192, FILED 9-2-1992.

GERALD C. SEBGARS, EXAMINING ATTORNEY

Int. Cl.: 41

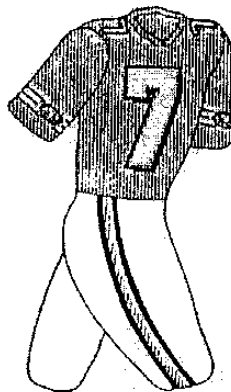
Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,189,722

Registered Sep. 15, 1998

**SERVICE MARK
PRINCIPAL REGISTER**



SAN FRANCISCO FORTY NINERS, LTD.
(CALIFORNIA LIMITED PARTNERSHIP)
4949 CENTENNIAL BOULEVARD
SANTA CLARA, CA 95054

FOR: ENTERTAINMENT SERVICES,
NAMELY, PROFESSIONAL FOOTBALL
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 8-0-1996; IN COMMERCE
8-0-1996.

OWNER OF U.S. REG. NOS. 1,079,541,
1,809,130, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "7" AND THE REPRESENTA-
TION OF THE OUTLINE OF THE FOOTBALL

UNIFORM, APART FROM THE MARK AS
SHOWN.

THE DRAWING IS LINED FOR RED AND
GOLD.

THE DRAWING IS A TWO-DIMENSIONAL
REPRESENTATION OF THE MARK, WHICH
CONSISTS OF THE DESIGN ELEMENTS AND
COLOR COMBINATION APPEARING ON A
THREE DIMENSIONAL FOOTBALL UNIFORM
WORN IN APPLICANT'S SERVICES. DUE TO
THE REDUCED SIZE OF THE DRAWING,
CERTAIN ASPECTS OF THE MARK ARE IL-
LEGIBLE. SPECIFICALLY, THE NUMBERS ON
THE SHOULDER ARE RED SURROUNDED BY
A GOLD BORDER WHICH IS SURROUNDED
BY A BLACK BORDER. IN ADDITION, THE

2

2,189,722

OVALS ON THE SLEEVES CONTAINING THE GOLD BORDER WHICH IS SURROUNDED BY
LETTERS "SF" ARE RED SURROUNDED BY A A BLACK BORDER

SN 75-114,910, FILED 6-5-1996

ELLEN D. AWRICH, EXAMINING ATTORNEY